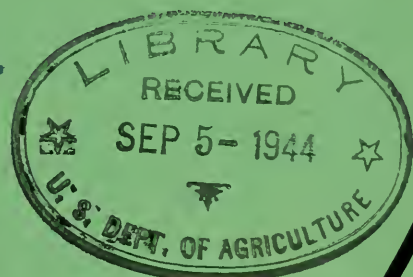


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

EXTENSION SERVICE REVIEW

*Library, Southwest Region,
Soil Conservation Service,
Albuquerque, New Mexico.



VOLUME 10 -----NUMBER 1

JANUARY 1939

TODAY . . .

	Page
WHAT'S AHEAD FOR 1939	1
An appraisal of extension's past record and a look at the future by Director Warburton.	
ACTION SPEAKS LOUDER	2
Tells what cooperation of farm people did for a community in Roane County, Tennessee.	
A LEGUME-SEEDING RECORD	3
County Agent B. E. Grant tells how educational campaign leads to large cooperative order of legume seed.	
ORGANIZED FOR PLANNING	4
Summary of land-use planning in six States during 1938.	
FOREST CONSERVATION IN THE CORN BELT	5
Indiana Extension Forester discusses problem of overpasturing woodlands and tells how County Agent E. C. Bird in St. Josephs County is meeting it.	
SURPLUS ARKANSAS COTTON RAISES RURAL LIVING STANDARD	6
Sybil D. Bates, extension specialist in home industries, tells how Arkansas home demonstration club members utilized 487,000 pounds of home-grown cotton in making homes more livable.	
ECONOMICS SHAPES EXTENSION DESTINY	7
First of two articles by Dr. C. B. Smith, who recently retired as Assistant Director of Extension, telling of the development of extension work in economics.	
UNROLLING THE RECORD OF 1938	8
A summary of some of the high lights of extension work during the year.	
HOMEMAKERS TURN ATTENTION TO BUSINESS SIDE OF LIVING	11
How rural women are expanding their study of homemaking to include economic and social problems outside the home.	
COLORADO COUNTY PLANS FOR CHILD HEALTH	13
State home agent tells of health program in Mesa County and extension's part in it.	
HAVE YOU READ	15
Book review of "Behold Our Land" by Russell Lord.	
GEORGIA MARKET HELPS SOLVE FAMILY MONEY PROBLEMS	15
IN BRIEF AND AMONG OURSELVES	16
PROGRAM PLANNING LOOMS LARGE IN EXTENSION FORECASTS FOR 1939	Page 3 of cover
Statement of plans by six State directors of Extension Work.	

EXTENSION SERVICE REVIEW----Published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The *REVIEW* is issued free by law to workers engaged in extension activities. Others obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 10 cents each, or by subscription at 75 cents a year, domestic, and \$1.15, foreign. Postage stamps not acceptable in payment.

EXTENSION SERVICE

C. W. WARBURTON, *Director*

REUBEN BRIGHAM, *Assistant Director*

TOMORROW . . .

THE DEPARTMENT'S PROGRAM will be the theme of a series of articles beginning in the February issue. Secretary Wallace will open the series with an article explaining the central objectives and policies of the Department following the recent reorganization. Policies of the different bureaus and action agencies in carrying out essential parts of the Department's program will be explained in following articles.

LAND-USE PLANNING, together with the broader phases of soil conservation, its progressive development, extension's part in it, and what it is accomplishing will be highlighted in separate articles from Oklahoma, Alabama, Tennessee, Ohio, Iowa, Utah, and possibly other States. These articles will show different attacks, encouraging results, problems ahead.

THE SPECIALIST'S JOB, as explained in a personal interpretation, by E. R. Jackman, Oregon farm crops specialist, will give every extension worker something to think about.

AN EDUCATOR APPRAISES extension work. Dr. E. deS. Brunner, Columbia University and member of the President's Committee on Education, recently cooperated in a study of extension work. His views of extension will appear in an article scheduled for early publication.

4-H CONSERVATION: A symposium of accomplishments from the annual reports of a number of States will carry many good ideas.

HOME AGENT GOES TO SCHOOL: Mrs. Lora K. White, Vermont home agent, tells of a summer she spent in getting "re-educated" at Cornell, and what it meant to her.

On the Calendar

Convention National Wool Growers Association, San Angelo, Tex., Jan. 24-26.

National Western Livestock Show, Denver, Colo., Jan. 28-Feb. 4.

Association of Southern Agricultural Workers, New Orleans, La., Feb. 1-3.

Convention American National Livestock Association, San Francisco, Calif., Feb. 15-17.

Southwestern Livestock and Agricultural Show, El Paso, Tex., Feb. 18-22.

63d Annual Convention Texas and Southwestern Cattle Raisers Association, Inc., Houston, Tex., Mar. 21-23.

Triennial Meeting, Association of Country Women of the World, London, England, May 30-June 9.

Seventh World Poultry Congress, Public Auditorium, Cleveland, Ohio, July 28-Aug. 7.

Extension Service Review

Published monthly by the U.S. Department of Agriculture in the interest of cooperative extension work

LESTER A. SCHLUP, Editor

What's Ahead for 1939

AS we draw near the close of the twenty-fifth year of extension work on a national basis under the Smith-Lever Act, let us take a brief look backward over the years and then a glance ahead into the future. In the beginnings of extension work, the major emphasis was placed on production, an emphasis which was greatly increased a little later with our entry into the World War. With the loss of our export market shortly after the close of the war, we had an agricultural machine geared to produce much more than we could sell profitably. Extension activity then turned to more efficient production as a remedy, with emphasis on outlook and other economic material.

Cooperation and Adjustment Pushed

Reducing the unit cost of production helped, as did the assistance which was given to many thousands of farmers in the organization of cooperative associations for the sale of farm products and for the purchase of needed supplies. Surpluses continued to pile up, however, and during the past 5 years we have been going through a period of adjustment which is yet far from complete. One of the major tasks of extension workers in recent years has been to explain the various programs devised by the National Administration to assist the farmer in making needed adjustments and to aid him to participate in these programs intelligently.

Whole-Farm Approach Vital

The adjustment effort must of course continue, but now that farmer committeemen have become more familiar with the details of the adjustment and conservation programs, the field of the extension worker broadens. Although we must continue to present the facts about the economic situations which make adjustments necessary, I feel that this year, more than ever before, we should give special attention to the problems of the farm as they affect the whole family—we

C. W. WARBURTON

Director of Extension Work

should think in terms of farm family living. Great progress has been made in recent years by extension specialists who have come to think not of their own particular field but how their specialty can fit into a program for the entire farm and farm home. This year we should strive to bring about a still better integrated program of extension work.

Women Study Economic Material

In recent years we have seen a great increase in the interest of rural women in economic problems, an interest reflected in the discussion of farm family living in the annual outlook conferences and the large use which has been made of this material by home demonstration workers. Both men and women agents should, I feel, make even greater use of economic material during the years ahead.

Emphasize Activities for Young People.

No extension activity has been more successful or won greater commendation than our 4-H club work with boys and girls. Even now, however, far too many rural boys and girls are not participating in junior extension activities. In this anniversary year, I feel that we should make a special effort to enlist more local leaders, train them better, and greatly increase our 4-H club enrollment. We owe an obligation also to the many thousands of young men and women who have passed the age for 4-H club activities but who have not established themselves on farms or in homes and who have not found employment. Many States have made excellent beginnings in the development of an extension program for these young people, but much more needs to be done.

(Continued on page 10)

Action Speaks Louder . . .



Joint Effort Takes Time-Lag Out of Planning

WITH the united and determined effort of a majority of the farm people in a community, it doesn't take forever to get things done. That is what farmers in Wheat community, Roane County, Tenn., learned through their efforts to plan, develop, and put into effect a program of rural betterment.

Community-wide accomplishments since organization last year include the establishment of a cooperative telephone service and a 3-day fair where more than 1,700 entries of farm and home products were viewed by an attendance of some 3,000 people. Previously there had been no telephones in this section. Present plans include the development of a cooperative cannery, a cooperative refrigeration unit, and a community potato-storage house.

To Enrich the Land

Prior to 1937, very little lime or phosphate had been used in the community, and practically no phosphate had been used on pasture and hay crops. In 1937, the community set as one of its goals the application of 1,300 tons of lime, but it actually used in excess of 2,000 tons on 1,400 acres. In addition, phosphate has been applied on 1,050 acres of pasture and hay crops. Considerable emphasis has been placed on forestry-improvement work. Six thinning demonstrations were held during the year. Twenty-seven acres

were planted to black locust and 3 acres to pine trees. Several woods-management schools were held.

Future plans include considerable livestock-improvement work. It was felt that soil improvement and pasture development should come first so as to provide feed for livestock before much educational work was done. More feed and a better quality of feed for the present livestock population should increase returns from livestock, and this, coupled with increased returns from crops, should provide the income necessary for the purchase of a better type of animals. However, three new flocks of sheep and five purebred bulls were brought into the community last year.

Some Accomplishments

Other accomplishments last year include: Completion of 10 new painted homes; 53 mail boxes painted; 67 farms using phosphate and lime; 10 brooder houses constructed; 10 new flocks of turkeys started; a modern up-to-date club-room, as a central meeting place for the community; 3 yards landscaped, 8 yards improved; 17 farmers seeded crimson clover (1 prior to 1937); 1 farmer seeded 8 acres of alfalfa (none prior to 1937); 7 farmers seeded red clover (1 prior to 1937); 20 farm and home accounts were kept in 1937, and this year 40 were started.

Wheat is one of the oldest communities

in Tennessee, the first settlers having come between 1790 and 1800. There are now 133 farms in this area. About one-third of these are less than 50 acres in size; one-third from 50 to 90 acres, and the remaining one-third 100 acres or larger. The average-size farm is 84 acres. The total land area is 11,119 acres, of which about one-third is devoted to crops. Hays account for 2,038 acres; row crops, 1,110 acres; small grain, 517 acres; and orchards, 161 acres.

There are 194 families with a total of 734 persons living on the 133 farms. Of the total population, 283 are under 15 years of age; 230 between 15 and 35; 157 between 36 and 60; and 64 over 60 years. Only 20 persons, or about 3 percent, obtain employment outside the area. The total assessed value of land and buildings in the area is about \$149,330, of which 25 percent is in buildings. The tax rate is \$2.90 per \$100 assessment. There are only 16 farms with taxes delinquent, and only 12 are mortgaged. The average annual income per farm is about \$200.

The Idea Takes Hold

The idea of a community planning demonstration and organization for this purpose was first discussed in a group meeting of people in the community February 8, 1936. At that time 34 farmers were present. Nothing definite was done at that time, but it was agreed that another meeting would be held 1 week later. At the next meeting, 40 farmers were present, and, after considerable discussion, a vote was taken to determine whether or not to go ahead with organization plans. Twenty-six farmers favored going ahead with the organization, but others wanted additional time to think the matter over.

Between the meetings in February 1936 and the beginning of 1937, very little was done in an organized way, but county extension workers kept the idea of community organization for program planning before the local people during their other extension contacts in that neighborhood.

On January 23, 1937, another meeting was called to discuss the community planning demonstration. Sixty-five farmers were present at this meeting and were unanimous in their approval of the community planning demonstration idea. An organization for this purpose was perfected, and seven trustees were elected to direct the organization in its planning work.

(Continued on page 10)

FOR THE past 15 years the Extension Service has been carrying on an educational program of soil building in Bertie County, N. C. The use of summer and winter legumes for soil building was demonstrated year after year. Records were kept of actual results in increased yields on Bertie County farms, and the planting to these legumes increased, but progress was slow.

When the agricultural conservation program came along, offering payment for soil-building practices, we did not at first take full advantage of it. The farmers did not fully understand the program.

North Carolina farmers as a whole earned only 48 percent of their maximum payments in 1937. The weak point in compliance was the lack of soil-building crops or soil-building practices to earn maximum payment.

Putting two and two together, we decided that in Bertie County we needed for the 1938 farm program an educational campaign which would familiarize every farmer with the soil-building practices that would count in reaching his soil-building goal, and make him eligible to receive the maximum payment. At the same time, such a campaign would vitalize our long-time soil-building plans for the county.

About this time we were advised that the A. A. A. was contemplating an experiment in four eastern North Carolina counties, in which the Government would advertise for bids on hairy vetch and Austrian winter peas, buying the seed and paying the freight to the county. Under the proposed plan, cooperating farmers who would be entitled to payment under the 1938 program might receive up to 80 percent of their maximum soil-building payment in seed to enable them to carry out additional soil-building practices in reaching their soil-building goal. This fitted into our plans perfectly, and because of the educational work we had done through the years, Bertie County was selected as one of the experimental counties with 24,000 pounds of hairy vetch and 12,000 pounds of Austrian winter peas scheduled for the county.

The committeemen were called together first to enlist their cooperation in the intensive campaign. The campaign got under way the latter part of August with a circular letter emphasizing the soil-building practices which applied particularly to Bertie County. Following this, meetings were held in each of the

nine townships at which an explanation was given of the farm program, the plan for getting seed, and the value of winter legumes for soil building. United States Department of Agriculture film strips on green manuring, leguminous crops for the Southeast, and inoculation of legumes were shown. Pamphlets on winter legumes were prepared in the county agent's office and distributed to farmers.

Then we set out to take orders for the carload of seed which was scheduled for Bertie County. Some people thought the goal had been set too high, but before the end of the week orders for the carload had been signed up, and we were not through with our educational campaign, so we knew that we should need more seed. The State A. A. office agreed to raise our allotment to two cars.

When the bids closed on September 12, we were advised that our order could be increased to 32,000 pounds of vetch and 28,000 pounds of peas, but that if we needed more, telegraphic bids would have to be taken for the additional amount. We increased our order to 60,000 pounds of vetch and 50,000 pounds of Austrian winter peas, for by this

time we had raised our goal to three carloads of seed.

Following the series of educational meetings, articles were printed in the county newspaper explaining the program, the goals established, and the progress made. Another circular letter was prepared and mailed to all work-sheet signers. Other meetings were held, including several meetings with committeemen to take stock of the progress being made and to plan for further action. Personal contacts with producers were made through field and office calls. Finally a letter was prepared and sent to producers who had not placed orders for seed, showing the amount of vetch and peas they could get and how the seeding of these crops would enable them to reach their soil-building goal.

As compliance work had not been completed when orders were taken for the seed, the office force had to check compliance on each farm for which a seed order had been received. A number of the orders, some of them representing large amounts of seed, had to be turned down after compliance was checked be-

(Continued on page 12)



County Agent Grant shows how to mix the bacteria inoculation for vetch seed. Enough inoculation was ordered to treat seed for 3,300 acres and more had to be purchased locally.

A Legume-Seeding Record

B. E. GRANT

County Agent, Bertie County, N. C.

Organized for Planning

Summary of Land-Use-Planning in Six States During 1938

Kansas Completes

15 County Clinics

THE planning project in 1938 concentrated on county clinics in 15 southeast Kansas counties. Some problems of serious economic significance were discovered in these clinics. It was found that the change in farm ownership occurring at present places the title of the land in the hands of nonfarm owners. This is a handicap in obtaining desirable adjustments in land use and appropriate changes in farm organization on the farms of the tenants operating this land. The money available in industrial centers for the purchase of farm land was found to keep the price of land above its production capacity. Other factors discovered and mapped in these clinics dealt with soil erosion and its control, improvement of pastures and woodlots, and desirable farming systems for the counties.

In the conduct of this project the cooperation of the Soil Conservation Service, the Farm Security Administration, and the Forestry Service has been obtained.

County clinics in 21 southwest Kansas counties have been summarized and published and made available to all federal agencies working in those counties. It is planned to summarize and publish the report of the 15 southeast Kansas counties in 1939 and to conduct clinics in 37 additional counties.—*H. J. C. Umberger, director.*

Idaho Concentrates

in Six Counties

In county program planning during the past year all the work was concentrated in six counties instead of attempting to cover the entire State as was done in the 2 preceding years. Land-use mapping was included for the first time, and problems were studied and recommendations developed on a community-wide as well as a county-wide basis. More was done in the way of developing programs for obtaining action on the problems that

were brought to light. Although the extension economists had charge of the county planning project, a large proportion of the Idaho extension workers were actively engaged in the work. The land planning consultant of the Bureau of Agricultural Economics and one member of the experiment station staff assisted in the field work. The department of agricultural economics of the experiment station prepared the maps and most of the other materials used.—*E. J. Iddings, director.*

Texas Appraises Resources

If there is to be developed a sound program to promote the conservation of natural and human resources, there must be set up an inventory of appraisal of what these resources are and where they are located. And the job of making such appraisals is one in which the participation of local groups is essential. Striking a proper balance between human resources and natural resources is necessary to the conservation of either of them. Under this interpretation, conservation of resources presents a dynamic problem, because price relationships are a determining factor, and changes in price relationships cause the balance to be upset from time to time.

In 1938, agricultural planning reports were prepared for 33 counties. These reports summarize the opinions and recommendations of committees of farm men and women in each county, set out in map form the areas in the county where land-use problems are fairly uniform, and give a complete description of the physical features and resources in each area. Committee recommendations are obtained for each area; and these recommendations include the size of an economic farm unit for one family, the crop and livestock organization for the unit, and the soil- and water-conservation practices that should be put into effect on the unit.

With this basic information as a guide, the county report then sets out the "recommended" agricultural picture for the

county as a whole and compares it with the "present" picture. This work attempts to show how much change from present conditions there must be in the agricultural plant of the county if it is to be set up on a basis that will bring an adequate living for the farm family without abusing the soil. Until these objectives are reached, erosion of human and soil resources is inevitable.—*H. H. Williamson, director.*

Montana Favors

Community Committees

Agricultural planning has been one of the major projects of extension work in Montana during the past year. It is an accepted fact that major adjustments must be made in the use of our land resources to stabilize the agriculture of the State. For this reason the land-use approach has been emphasized.

The organization calls for community and county planning committees. Community committees are better qualified to deal with their land-use problems in detail; and more frequent meetings can be held, eliminating much of the travel required to attend county meetings.

Community planning committees have been organized in 26 of the 56 counties of the State, and 187 meetings have been held with a total attendance of 3,869 persons. Fifty-one county meetings have been held with an attendance of 1,487 persons. Most of the county meetings were conferences of community and county committeemen working on various phases of agricultural planning work. Community committees in most instances have given study to soil, climate, and other resources in preparation for the development of detailed community land-use maps.

Some progress has also been made in developing recommendations for the improvement and stabilization of the different land-use areas. These recommendations include a consideration of such problems as tenure, taxation, land retirement, land and water conservation, income and living conditions, size of unit, types of farming and their relation to the individual farm.

In addition to much educational value, the planning work has, in a number of instances, brought about closer coordination among action agencies. This has been particularly true in dealing with erosion problems and the shifting of submarginal land areas to more stable use.—*J. C. Taylor, director.*

Georgia Trains Agents in Planning

Last January series of group meetings of county agricultural and home demonstration agents were held at which the county agricultural program-planning project was discussed in detail. The meetings emphasized the objective of all the efforts and activities of extension workers—increased net income for better living. An outline was presented to each worker setting forth the logical channels through which this objective might be approached in extension work.

A large wall map showing the location of the principal towns in all militia districts was prepared for each county. Georgia militia districts are the administrative units within a county. Smaller county maps were produced from this larger one, and copies were supplied to each county. Each county was also supplied with agricultural information for each militia district in the county. The purpose of supplying this militia-district information was to present a basis for determination of the differences that exist in agricultural conditions within each county and to develop planning on the basis of areas within the county that have the same fundamental agricultural problems.

A series of meetings was held in the State office with all supervisors, subject-matter specialists, and representatives of other public agencies, for the purpose of discussing the work incident to working out a coordinated program.

Group meetings of county agricultural and home demonstration agents were held at which extension staff members explained the purposes of coordinated planning and outlined the procedure to be followed in each county.

Following these group meetings, agricultural program-planning meetings were held in practically every county in Georgia. Representatives of all Federal, State, and other public agencies concerned with the welfare of rural people were invited to attend these meetings. Monthly meetings of these people are currently being held in most of the counties for the purpose of thoroughly acquainting these representatives with the principal agricultural problems in the county, in order that the different organizations represented will have a mutual understanding as to the most practical solutions of the problems within a particular county.

This work with the representatives of organizations concerned with agriculture is being done in each county preparatory to the formulation of a committee of local

farmers and farm women who will have the responsibility of developing a county agricultural program.

Farm women are taking their place with other groups in analyzing and inter-

preting Georgia's agricultural problem. The future looks encouraging as to the contribution they will make to the solution of farm problems.—*Walter S. Brown, director.*

Forest Conservation in the Corn Belt

T. E. SHAW

Extension Forester, Indiana

THE major forest-conservation problem in the Corn Belt is the over-pasturing of the farm woods. This practice is so firmly established by custom that even an educational program cannot change it quickly. It has been proved to be an uneconomic practice on forest land, and yet it persists. It has been shown that pasturing reduces the water-holding and soil-holding capacities of farm woods which occupy steep slopes—an important phase of soil conservation—and still the custom persists in at least half the woods occupying steep land.

A good start has been made on this problem in some of the southern Indiana counties, and notable progress has been made in the extreme southwestern part of the State in those counties which comprise "The Pocket" between the Ohio and Wabash Rivers.

The problem is much more serious in the northern part of the State. It is true that northern Indiana is more intensely agricultural, but the region does contain permanent forest land, and a high percentage of this woodland is pastured.

This article is concerned with a county agent in northern Indiana who has been working on the woodland-pasture problem for the past 8 years and who has made steady progress. He is E. C. Bird, of St. Joseph County. His method of attack has not been spectacular. It has consisted largely of presenting the facts of the woods-pasture problem, establishing demonstrations, and then pointing to these demonstrations.

In developing this project, he has always considered the land which each woods occupies. If it is ultimate forest land, he has urged permanent forest use. If the woods occupies agricultural land, he has suggested retaining enough woodland to supply the farm with needed forest products and converting the remainder to agricultural use. The muck soils in his county do not produce a valuable timber type, but they can be

very productive in agricultural use. Forestry has not been advocated on these soils.

County Agent Bird has developed local leadership for this project in all parts of his county, and at present the local leaders are doing a good share of the work. An extension school held last winter was organized and conducted by local leaders, several of whom made substantial contributions to the program from their own experience. One of these men described how he had replaced a barn and shed which had burned with timber from his woods and how he had saved nearly a thousand dollars in cash outlay at a time when economy was important.

The 1921 Indiana law for the classification of forest land, which grants tax reduction when livestock has been excluded from woodland, has been used to further the aims of this project. To date, 75 tracts in St. Joseph County, totaling more than 1,600 acres, have been entered under this law; and many of these tracts, particularly those entered during the earlier years of the program, serve as valuable demonstrations of forest reconstruction.

The increase in permanent woods acreage has not been limited to the land entered under the State forest classification law. The principle has been accepted by other landowners who, for one reason or another, have not entered land under the law but have excluded livestock from their woods. The present protected woodland acreage in St. Joseph County is nearly 44 percent of the total farm-woodland acreage.

A RURAL public library, said to be the first in Pope County, Ark., has been established in the Center Valley school building by the community home demonstration club.



SYBIL D. BATES

Extension Specialist in
Home Industries, Arkansas

Surplus Cotton Raises Rural Living Standard

AS A PART of the live-at-home program, Arkansas home demonstration clubwomen utilized 487,492 pounds of home-grown cotton in making rural homes more livable. Women in the State who have been conducting live-at-home demonstrations have made studio couches, mattresses, and quilts, and have reupholstered chairs and sofas, which they value at \$8,350.70.

In the 75 counties in the State, home demonstration agents have given demonstrations in constructing studio couches, upholstering furniture, and making mattresses and quilts.

Cotton, a home-grown product, has played an important part in the home-improvement program in Arkansas. "A comfortable chair for every member of every rural family" has been a popular slogan. It has resulted in 2,836 chairs being restored to usefulness by being reupholstered. An average of 15 pounds of cotton was utilized for each chair reupholstered.

Upholstery schools have been conducted in various sections of the State for local leaders who, in turn, give the demonstration in their local clubs and communities. The underlying principles of upholstery are taught at these upholstery schools. These include rewebbing, attaching and tying springs, covering the springs with burlap, placing the stuffing, putting on the second layer of burlap, putting on the final padding, and putting on the outside cover.

As a result of an upholstery school held at Greenwood, Ark., Mrs. Earl Cross, from Mansfield, went home and reupholstered her own living-room furniture. She did such a splendid piece of upholstery work that her next-door neighbor paid her to reupholster her suite. Nineteen home demonstration clubwomen attended the meeting at Greenwood and repeated the demonstration in their local clubs.

Arkansas was kept warm by 77,628 pounds of home-produced cotton that found its way into 35,847 quilts and comforts last year.

Better-bedding demonstrations were responsible for improved workmanship, better color harmonies, and the selection of higher-quality materials for the quilts.

"Better Sleep" on home-grown cotton has been the experience of many farm families who have made 4,952 mattresses at home.

Three hundred and five studio couches were made, and in these 13,725 pounds of cotton were used. The construction of studio couches includes the making of the frame, putting in the spring, padding the spring, and covering with a box covering. The mattress for the couch is made from 35 pounds of cotton. To complete the couch, three large pillows are made for the back. The cost to build a couch is determined by the type of upholstery fabric purchased and whether the mattress is made with an inner spring, which adds \$2 to the cost. The cost to build each of the 305 couches has ranged from \$2.91 to \$13.67.

Following plans in the office of the home demonstration agent, Mrs. F. O. Griffin, Marvell Route, Phillips County, a member of the Cypert Home Demonstration Club, has made a day bed which pulls out to make a double bed at night and which has a storage space for bed-clothes. The Griffins had the misfortune to lose their home and all of its contents by fire, and Mrs. Griffin used some lumber that was left from the construction of the new house to make the day bed. The work was done by Mrs. Griffin herself and her teen-age son, Frank, Jr., who is a 4-H club member at Marvell. A home-made cotton mattress will complete the day bed. Mrs. Griffin thinks that home-made cotton mattresses cannot be surpassed for comfort, and one of the losses in the fire which she regrets most was that of three lovely new ones she had just made.

4-H Weed Clubs

Increased interest is being shown in the activities of the 4-H weed clubs throughout New Mexico, according to G. R. Hatch, 4-H club specialist. Several clubs are conducting demonstrations before meetings of the farm bureau and other farmers' organizations on different methods of weed control and eradication. Many of the clubs are exhibiting their weed collections at local and county fairs where prizes are being offered for the best collection of the 25 most noxious weeds in the county.

Economics Shapes Extension Destiny

THIRTY years ago there was no Bureau of Agricultural Economics in the United States Department of Agriculture. There was very little teaching of agricultural economics in our agricultural colleges and still less economic research in our agricultural experiment stations.

Two Early Leaders

At that time, agricultural extension work was at its beginning; and two men, with two somewhat different philosophies, as was becoming in two distinct regions of the country, were leading it—Dr. Seaman A. Knapp in the South and Dr. W. J. Spillman in the North.

Dr. Knapp was putting on thousands of demonstrations in the South to show how to obtain increased yields of cotton and corn under boll-weevil conditions. He went on the assumption that the agricultural problems of the South were obvious to the eye, and he undertook work looking toward their improvement. He aroused great interest among the people with this work and showed conclusively that, with proper cultural practices, high yields of both cotton and corn could be obtained throughout the South in spite of insects or disease. He believed that by beginning with one crop or enterprise, betterment would gradually extend to the whole farm.

Dr. Spillman in his extension work in the North took a slightly different slant on the problem. He was not so much concerned with unusually high yields of any one crop as he was about an increased net income at the end of the year from the operation of the farm as a whole.

Furthermore, in the North the agricultural problems were not so obvious to the eye as they appeared to be in the South. No one could tell by driving through the country what the farm problems were on any particular farm. Hence, before demonstrations were undertaken in a community, a farm-to-farm canvass should be made to find out the facts of farming there and see what was needed. At that time the State had but little information on the concrete farm problems of any community or county within the State as a result of

The first of two articles on Extension's contribution to agricultural economics and agricultural outlook by Dr. C. B. Smith, formerly assistant director of extension, closely associated with the development which he describes since the days when the Smith-Lever Act was passed.

study there, and the Federal Government had still less.

Dr. Spillman's studies had shown him that in practically any farm community anywhere, some farmers, even under adverse conditions, had made certain substantial successes and that these farms might well be regarded as demonstrations of successful farming already in existence, equal to or superior in significance to demonstrations put on under the direction and supervision of Government, as they already showed what farmers themselves could do by their own unaided efforts.

County Surveys Initiated

Under Dr. Spillman's philosophy, the first job of a county agricultural agent was not necessarily to put on demonstrations, but rather to make observations about the county, find out the actual farm conditions there, learn through farm surveys who the better farmers were, and, through farm tours and the press, personal visits and lectures, make the practices followed on these better farms within the community more generally known. It is quite possible, you know, for a farmer to be succeeding in a community and his neighbors paying very little, if any, attention to him.

In March 1911, George F. Warren and K. C. Livermore issued Cornell Bulletin No. 295, entitled, "An Agricultural Survey of Certain Townships in Tompkins County, N. Y." This was an epoch-making bulletin in the farm-management field. It set up labor income and certain other factors as standards for measuring the economic efficiency of farmers. It brought clear thinking and system out of confusion. Many farm surveys had been made before this, but they didn't mean much. Anyone can assemble data. The test comes in getting something out of the data. This bulletin of Warren and Livermore probably has been as important to the development of farm man-

agement in the United States as the Babcock milk test has been to dairying or Mendel's law to the development of plant and animal breeding.

County Agent Pioneers

Dr. G. P. Scoville, then county agent in Chemung County, N. Y., was the first county agent in the United States to take extensive advantage of the labor-income methods of measuring the relative economic efficiency of farmers as a means of promoting extension work with farmers in his county. Dr. Spillman was so impressed with Scoville's methods of making a farm-to-farm survey as a beginning of extension work in a county that, upon the solicitation of the writer, he set aside \$50,000 out of an appropriation of \$400,000 for the office to spread the Scoville plan of farm-management survey and extension work throughout the Northern and Western States.

That is one of the essential functions of the Extension Service of the Federal Department of Agriculture—to spread the good things in education or research it finds in one State to every other State.

The making of farm-management surveys was made a fundamental part of the work of practically every one of the early county agents in all the Northern and Western States. In those early days, county agents and State leaders of farm-management extension work were assembled in groups of six to a dozen by the Federal Office of Farm Management, under the leadership of L. H. Goddard, and given about 3 to 4 weeks of training in counties in taking farm-to-farm records, tabulating these records, interpreting them, and taking them back to each individual farmer and sitting down with him and seeing how the teachings of the record might be applied in his own farm operations.

(Continued on page 14)

Program Planning



(Above) Typical of 2,200 program-planning committees that functioned during the year is this Kansas group of leading farm people meeting in the county agent's office.

(Right) Disseminating economic information to help farm people with the growing economic and social problems facing them was a major activity of extension agents last year.

Unrolling the Extension Efforts Services Broadened

Economic Information



WITH added emphasis on carrying economic information to farm people and stimulating and helping them to analyze their local, State, and national problems and to develop long-time coordinated plans for meeting the needs of their communities, the field forces of the Extension Service in 1938 made real progress in broadening and unifying their efforts to serve farm people.

Program Planning to the Front

Agricultural planning with special emphasis on land use developed more and more during the year as one of the major activities of extension services in almost every State. More than 2,200 county agricultural program planning committees, composed of leading farm people organized by extension agents, functioned throughout the year and with increasing emphasis on land use planning near the end of the year. Nearly half of those committees are making land use maps of their counties showing the long-time adjustments that need to be made in each community.

As the Department of Agriculture expanded land use planning as a major, coordinated Department activity following a Federal-State conference in July, extension workers were quick to coordinate their planning efforts and assume local leadership in organizing and stimulating the local planning committees.

Such planning is proving to be one of the extension agents' best ways of developing understanding farm leadership as well as helping farm people to put their thoughts about land use adjustments needed in their communities together in such a way that they can be a guide to all agencies helping farm people in those communities.

One-fourth Time to A.A.A. Programs

Reports from county agents indicate that they spent one-fourth or more of their time explaining A. A. A. programs and helping farmers get the most out of these programs. More and more during the year the details of local administration of the programs were shifted to the farmers themselves in almost every State, allowing the extension agents more time for explaining the programs and other educational activities.

Emphasizing soil conservation, the 1938 A. A. A. program dovetailed into the regular Extension Service program and helped thousands of farmers put into effect many of the practices extension agents have been recommending for years. The fact that the 1938 program was announced unusually late made even more important the extension agents' job of rushing facts and explanations to

farmers in the thousands of county and community meetings held during the spring for that purpose.

In South Dakota, for example, the agents reported that 51,550 farmers, 68 percent of all farmers in the State, attended at least one of the 644 community meetings held to explain the A. A. A. program. The county agents, assisted by the local farmers who were acting as county and community committeemen, conducted these meetings.

Emphasis on Whole Farm Approach

One of the most commonly mentioned trends, along with progress in land-use planning, in preliminary reports of the year's work by extension directors is the further coordination of all extension activities into what might be called the whole farm and home approach. Such things as surplus crops, low prices, and the adjustments in farm and home management made necessary by present conditions involve the work of all subject-matter specialists. Only by coordinating their efforts in one program, involving all the problems of the farm

Record of 1938

Intensified
and more Unified

The Whole Farm Approach



(Above) This modest income family, like thousands of others, has followed advice of extension agents in planning for an adequate food supply. Husky youngsters not only reflect proper diets but satisfactory living conditions as well.



(Left) Like these Texas county and home demonstration agents, many agents find that they are getting better and more lasting results by working shoulder to shoulder with the entire farm family in a joint approach to all the problems of the farm and home.

and farm home, can they give farm people the fullest help.

These increased whole farm approach efforts took different form in different States because of varying problems and local conditions. In Minnesota, for example, special project committees—composed of all specialists who could help with specific angles of a certain problem—made real progress in visiting county agents and helping to work out one coordinated program for solving the specific problem.

Arkansas extension workers emphasized what they called “double barrel demonstrations,” which consisted of an attempt to weld together numerous old single phase and single enterprise demonstrations into whole farm and home plans and demonstrations. Near the close of the year Texas had started 430 complete whole farm and ranch demonstrations and expected to enroll many additional such demonstrators during the coming year.

South Carolina during the year put more stress on “plantation demonstrations,” involving not only the landlord but the home-raised food supply and liv-

ing conditions of all the tenants on the plantation as well. Many other States could be mentioned where specialists have put greatly increased emphasis on the whole farm approach; California’s nutrition program, emphasizing a safe convenient milk supply and proper use of milk in the diet, in which almost all the specialists had some specific part; Illinois’ coordinated soil conservation program; Connecticut’s coordinated dairy and poultry programs, and many others.

Programs for Underprivileged

Extension workers during the year continued to push stronger programs for underprivileged farm people. Close to the farm as they are, few people have a better chance to see and understand all the angles of the growing problems of underprivileged farm families than extension agents.

Extension agents have been the chief advocates of self-sustaining live-at-home farming. They helped thousands of low income farm families during the year plan for and preserve a better family food supply, as well as inexpensively make their homes more livable.

Many of the demonstrations and recommendations of extension agents apply specifically to tenant farmers, while thou-

sands of other farmers, by following extension recommendations, have improved their methods of farming and have been able to pay off the mortgage and hold their farms. A recent survey in Arkansas, for example, shows that more than half the people receiving advice and help from farm agents in that State are from tenant families.

Other somewhat new frontiers on which extension agents worked during the year include helping farm people with rural electrification in cooperation with the Rural Electrification Administration and public utilities, cooperating closely with the Tennessee Valley Authority in its unified agricultural program for the Tennessee Valley area; cooperating with State soil conservation committees in educational work in connection with organization of more than 90 legally constituted soil conservation districts; and in cooperating closely with the Farm Security Administration, the Farm Credit Administration, and other agencies in helping farm people make the most use of the programs of those agencies.

New Angles to Old Problems

Distressing economic and social problems of recent years have not only brought new frontiers on which extension agents have been helping farm people, but old problems they have been facing for years have taken on new angles.

Reports indicate that extension agents during the year conducted nearly a million adult result demonstrations in which the agents demonstrated improved practices on every phase of farm and home management.

Changing problems in recent years have caused the agents to change many of these demonstrations to better meet the new problems facing farm people. For example, there has been a big increase in the number of legume and forage crop demonstrations, the number of farm forestry demonstrations, and the number of farm terracing and other agricultural engineering and soil conservation demonstrations.

While helping farm people to attain more satisfactory rural life in every phase of homemaking, extension home demonstration workers during the year placed major emphasis on consumer education, better housing for farm families, and rural electrification, in addition to close coordination with other extension workers in approaching problems from the standpoint of the whole farm and home.

Broadening Services

Extension agents were employed in every county of agricultural importance during the year. Nearly half a million farm people, trained and guided by extension agents, served as unpaid local leaders of extension educational and demonstrational work in their communities during the year. They helped to train and develop more than a million 4-H club members, to direct to fullest use the activities of nearly 46,000 home demonstration clubs with a membership of more than a million farm women, and they assumed community leadership in other farm cooperative and educational endeavors. Extension agents each year hold more than 100,000 training meetings for these local leaders.

This established force of organized local leaders—the fact that extension agents have become the trusted friends and advisers of farm people in almost every community—and 25 years of experience in extension demonstration and education work give a strong foundation on which the extension organization can build broadening services to farm people in the future.

The history of extension work is filled with instances of changing emphasis to help farm people to meet changing conditions, and to that extent extension work in 1938 was in a period of transition. Increased emphasis on helping

farm people in land-use planning, on approaching problems from the standpoint of the entire farm and farm home, and on helping farm people to meet the growing economic and social problems facing them are major highlights of extension work during the year. They all point to broadening, unified services that extension agents are giving by changing emphasis in their work to give the fullest help to farm people in meeting changing problems.

What's Ahead for 1939

(Continued from page 1)

Cooperate With Other Agencies

With the greatly increased interest in farm credit, soil conservation, and rural electrification, and the development of national programs in these fields, extension workers have an opportunity to assist rural people to cooperate intelligently with the agencies specially charged with the carrying out of these programs. We must also give special attention to the low-income farm families, counseling with the workers of the Farm Security Administration, and encouraging members of these families to participate in extension activities, particularly in 4-H club work.

Land-Use Planning to the Front

More important than any of these things this year, however, in my opinion, is the land-use planning work, which is just now getting well under way. Planning the best use of land, determining the needed adjustments, and working out ways to accomplish these adjustments are basic to all successful agricultural programs. During the next 2 or 3 years, I hope that community and county committees of rural people in every rural county in the United States will be working together with extension agents and representatives of the Agricultural Adjustment Administration, Farm Security Administration, Soil Conservation Service, and other National and State agencies in developing sound land-use programs. These land-use recommendations will, I believe, give us the best possible foundation for an extension program for the farm and the farm home and go a long way to bring about the much-to-be desired integration and correlation of the programs of the various agencies into one unified program for rural America. There lies a challenge for every exten-

sion worker, for every employee of the Department of Agriculture, and for all rural people in 1939.

Action Speaks Louder

(Continued from page 2)

After the people decided that they wanted to go ahead, a survey was made of the community. The trustees of the community organization had charge of this survey and did most of the work. On certain technical phases they were assisted by specialists from the Extension Service and the Experiment Station of the University of Tennessee.

The survey data were then summarized by the Extension Farm Management Department to get some idea of conditions that prevailed in the community and some tentative ideas as to what improvements could be proposed for the community and what services the various agricultural agencies could render. After analysis of the survey, the trustees and the county extension workers drafted a tentative program. The people of the community were then called together in a general meeting for the discussion and approval of the tentative program. Since organization, regular monthly meetings have been held.

The community has been represented by 60 percent or better of its farm families at each monthly meeting. As outlined in their program of work, the meetings consist of separate demonstrations for men and women in the morning, with a joint meeting in the afternoon. An attempt is made to have the subject appropriate for the season of the year.

Recent Deaths

The Extension Service feels keenly the loss of three veteran workers whose achievements in their respective fields have been notable. A. A. McKeown, district agent in South Carolina, was a graduate of Clemson Agricultural College and had served as county agent in York County from 1914 to 1920; DuPre Barrett, extension forester in Georgia, was an outstanding leader in improved farm forests for the South; and Mrs. Ruby Mendenhall Smith, as food preservation specialist for the past 20 years, has contributed to the excellent record that Arkansas has made in this field.

Homemakers Turn Attention to the

Business Side of Living

HOMEMAKERS are recognizing farming as a family affair and are eager to become more effectively informed about business matters relating to the home and to rural family life, as well as to learn more about their State and county government, taxation, and legal status. They are expanding their study of the job to include a study of social and economic problems outside of the home.

Extension workers are aiding rural women in this business education which includes a study of wills, deeds, mortgages, notes, banking methods, and property ownership that have particular reference to the home. The work in this field is popular in the Midwestern States; and for the last few years, Wisconsin, Illinois, Iowa, Michigan, and Missouri have been giving some type of business instruction.

Delve Into Business Facts

Last year, in Iowa, more than 1,500 farm women reported increased interest in business information, following their study of "Points in Business that Women Should Know." As a result of the discussions, many families have opened joint bank accounts, and some of the husbands have recognized the importance of making wills. Homemakers report having found much satisfaction in acquiring knowledge of business facts, and the instruction has resulted in greater efforts to handle family finances and business matters more wisely and to make financial planning a family affair.

Evidences of the effects of the legal phases of home management last year in Michigan are reflected in the recording of 1,464 deeds and mortgages and the making of 56 wills and 22 inventories of household goods. More than 1,900 families made records of their property, debts, loans, and insurance, or compiled valuable business or legal information. There was an enrollment of 3,867 women in the business-management activities, and 2,316 studied the Constitutions of Michigan and the United States. The Michigan home agents report that the legal phases of home management were popular topics for group discussions. The husbands of the homemakers were also very much interested in the information

contained in the discussions which included the nature and purpose of law, contracts, notes and checks, real property, personal property, mortgages, estates of descendants, domestic relations, and insurance.

Review Civic Responsibilities

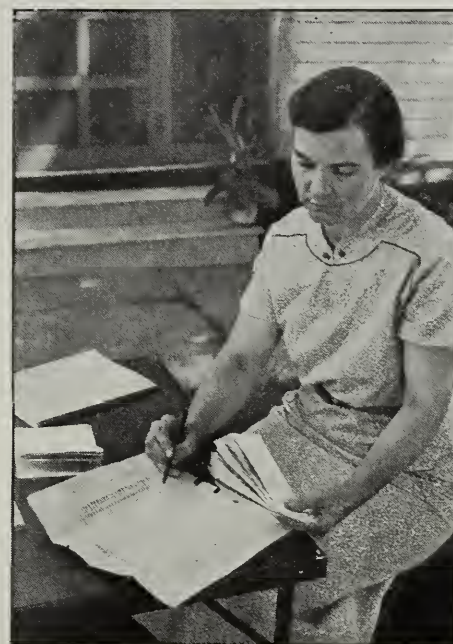
In several New York counties, community groups of men and women have met together for discussion of such subjects as county and city government, town and county budgets, tax rates, and duties of the courts. So that women might more intelligently assume the new civic responsibility placed upon them by the recent passage of the Women's Juror Bill, community discussion groups have been held in several counties to consider the responsibilities and duties of jurors. County and city officials, local representatives of the State Department of Education, and extension specialists have assisted in this work.

The Westfield Homemakers' Club of Middlesex County, Conn., planned a study of everyday affairs. They started in December 1936, studying and discussing the Social Security Act. The Federal Constitution was their next subject. Part of the group went on to study some of the industries and also the changes in the food and clothing habits and recreational interests and activities of the American people.

Every home demonstration group of Chittenden County, Vt., has studied the State laws that affect women and children. This was carried out as a panel discussion with four members asking and answering questions and a general discussion conducted by a leader. Copies of the laws rewritten in simple understandable form were given to everyone to study and to carry home.

Study Government

More than 45,000 Arkansas homemakers, belonging to some 1,800 clubs, included the study of government and taxation in their 1937 programs. The study course embraced State and county government, methods of taxation, purposes for which tax revenues are used, special governmental services, and departments operating on fees. County officials throughout the State have as-



Farm women everywhere are eager for all the information they can get on business methods, laws, and government as they affect the home. This Illinois woman is doing a business-like job in checking her monthly bank statement.

sisted extension workers in the presentation of this material. The work was projected through a leader who was selected by the club membership—usually a former teacher, home demonstration agent, or business woman, and qualified teachers were obtained from within or outside of the club membership.

In Boone County, Ark., a series of 10 discussion meetings on government was presented by lectures, forum discussion groups, panel discussion groups, debates, questions and answers, and by a playlet. Six of the clubs used the question-and-answer method—one member asking the questions which were answered by the vice president.

Some local leaders of Saline County, Ark., used the lecture-and-discussion attack; others used charts and discussion; and others assigned parts to the different club members who in turn were prepared for discussion. At the different county-wide meetings, phases of government have been discussed as topics on the programs. As a result of the county-wide study of county and State government and taxation, an election was held at the county home demonstration

camp. The election was carried on as any general election in the county would be. This one phase of the study created much interest among the women present. In one community in Drew County, a teacher cooperated by allowing her civics class, made up entirely of 4-H club girls, to work out this material in a panel discussion and present it to the home demonstration club.

Home demonstration clubwomen of Montgomery County, Ark., debated the question: Resolved, That women should stay at home and cook a good dinner and send the husbands to the polls to vote. The debate stimulated the women to think and to express themselves before a group. At the close of the debate the discussion was thrown open, and each woman was allowed to express her own opinion. All the club members said "No," except one woman who answered, "We'll both go to vote, and then I'll come home and cook dinner."

A Legume-Seeding Record

(Continued from page 3)

cause producers had overplanted soil-depleting crops.

Before the seed arrived we realized that we had orders for more seed than had been shipped to us, and we began to plan how to take care of the situation. We found that a county agent in one of the other experimental counties had ordered two carloads consisting of 28,000 pounds of vetch and 12,000 pounds of peas each. He had more seed than he would be able to use, so arrangements were made for one of the cars to be diverted to Bertie County.

On September 30, the 60,000 pounds of vetch and 50,000 pounds of peas were received in Windsor, the county seat. The railroad notified us the day before so that we could send out notices to farmers on the night before the arrival of the seed. The other car containing 28,000 pounds of vetch and 12,000 pounds of peas was received October 3.

On the day the seed was received farmers began hauling it to their farms, some getting one bag or more in a one-horse cart or buggy, some in automobiles, some in pick-up trucks, and others in large trucks. Five hundred Bertie County farmers participated in this program. The number of sharecroppers co-operating with their landlords in using the seed more than doubles this number. Orders varied from one bag of Austrian winter peas to the largest order of 2,000

pounds of hairy vetch and 8,000 pounds of Austrian winter peas, enough vetch and peas to seed 275 acres.

All farmers who were seeding the crop on land for the first time were urged to inoculate the seed, and practically all of them got inoculating culture. The total amount of seed received and delivered was 88,000 pounds of vetch and 62,000 pounds of peas, making a grand total of 150,000 pounds, enough to sow 5,000 acres. The records show that cooperating farmers got inoculating culture to inoculate 137,200 pounds of seed. That is, approximately 9 out of 10 growers inoculated their seed, and most of those not getting culture were seeding on land that had grown vetch or peas before.

A pamphlet was prepared by the county agent giving directions for inoculating the seed, as well as instructions on seeding and an outline of several demonstrations. Farmers were requested to conduct one or more of the demonstrations listed so that they and their neighbors might see the value of the winter legume to the crop following it. From these seedings we expect to get a number of real soil-building demonstrations on the value of winter legumes and the value of lime, phosphate, basic slag, and potash.

We believe that this experiment is the greatest work that could have been planned to help farmers to really make a start toward conserving and improving their impoverished soils. With an early start next year, it should be possible to get twice as much acreage seeded in the fall of 1939 as was seeded this year. Many farmers state that they would like the A. A. A. program to allow a larger part of their payments in winter-legume seed so that they may cover a larger acreage in winter legumes.

Because of the short crops of cotton, peanuts, and tobacco this year, farmers in this county would have been able to seed only a small percentage of the acreage now seeded if the A. A. A. program had not provided the opportunity. Many farmers who were not interested in the conservation program in 1936 and 1937 have become interested through the winter-legume program, and those farmers who received no payments in 1936 and 1937 now see where the A. A. A. program helps them to better farming. They will receive credit in reaching their soil-building goal of \$1.50 for each acre seeded to soil-building crops, and it is expected that a similar payment will be allowed in the 1939 program for turning these crops under, so that in the final analysis the seed will not have cost the

producers anything but will be an aid from the Government to farmers, helping them to conserve and to improve their soils.

The agricultural conservation program has furnished the opportunity for getting farmers to put into practice what the Extension Service has been advocating for many years, and with the combined efforts of the two, much more effective results have been obtained.

Meat Producers and Consumers

Held for the purpose of bringing before both producers and consumers problems in the production, marketing, grading, retailing, and utilization of meats the Tulare County, Calif., meat day was an outstanding event, with more than 300 persons attending. The program was a fine example of what can be accomplished by interested groups working cooperatively. The Agricultural Extension Service, the farm women, 4-H clubs, and the beef and swine departments of the farm bureau worked together to prepare a program of general interest to both producers and consumers. For the farm women, meat day represented a phase in the long-time meat project carried on in the county.

Following demonstrations and discussions by men of the Extension Service on production, marketing, grading, and retailing, the county home demonstration agent discussed the knowledge the farm woman (as consumer and user) needs to have. Her topic was "Know Your Meats." She made these points: Be your own grader; meat inspection is imperative; refrigeration and freezing storage are feasible; and meat has a place in the diet. Her demonstration "New Trends in Meat Cookery" proved a fitting climax for the program. Emphasis was placed on the fact that it is important to know not only how to select meat and how much to pay for it but also to know the best method to use in preparing it for the table. Two new trends were demonstrated: Lower heat in roasting and shorter methods for cooking inexpensive cuts.

To demonstrate the difference in results obtained by roasting meat at different temperatures, three 5-pound standing rib roasts from the same carcass were roasted in advance at different temperatures to the same degree, 152° (a meat thermometer being used). The roasts varied so greatly in size after roasting that the demonstration was a convincing one, showing the importance of proper cooking methods.

Colorado County Plans for Child Health

RUTH McCAMMON

State Home Agent, Colorado

MESA COUNTY, Colo., is becoming health conscious. This began a few years ago with the arrival of the county nurse, who, with the assistance of the doctors, instituted a health program emphasizing immunization and vaccination. Since then the county has had few epidemics of contagious diseases. Stimulated by this beginning, the people asked for a more comprehensive health program. The Extension Service took the lead in developing such a program under the direction of Wilna Hall Treichler, formerly home demonstration agent.

Assembling the Facts

Although the county boasted its mild climate, its pure atmosphere, its mountains, and its 300 days of sunshine in a year, there was a real health problem. The first thing to do was to get some background information on Mesa County. The facts collected on the population, climate, agriculture, schools, organizations, and health facilities helped to an understanding of the people and their problems.

Because it is an attractive region, many families from the dust-bowl area and those who have fought adverse conditions in other places have come to Mesa County to try to make a better living. Some of these people have found houses in which to live; others put up tents; and still others live out in the open with the sky as their only roof.

At present the saturation point for the population of Mesa County is exceeded by 300 families; and it is from these family groups that health problems are constantly arising, and to whom cases of communicable diseases are directly traceable.

Mesa County formerly spent \$600 a month on relief allowances; it now spends \$1,200 daily. The relief allowances include \$1,500 a month for hospitalization.

Health Committee Organized

In September 1937, a group including the city and county school nurses, city and county doctors, probation officers, county social workers, county school

superintendent, extension nutritionist, and the home demonstration agent met to discuss the situation and to make plans for meeting the existing conditions. However, in the discussion no two members of this technically trained group agreed in defining the health problems which existed. Finally, it was suggested that a survey be made to determine just what problems really did exist among the school children of the county.

Child-Health Survey

The committee agreed the objective of the program should be that all children acquire the best possible health conditions through proper diet, clothing, health habits, and physical corrections.

For the survey, two questionnaires were prepared—one for city school children and one for the children of rural schools. The reason for the two sets was the difference in the health situations in the two localities. The questionnaire was worked out by the county and city nurses, doctors, home demonstration agent, and extension nutritionist. The mimeographing was done in the county extension office, and the questionnaires were delivered to the schools for filling out by the nurses. The parent-teacher group helped in getting them filled out and in tabulating the results. Where there was no parent-teacher association, the home demonstration or community club did the work.

To supplement the survey, health examinations were given to 3,000 school children, and 17 preschool clinics were sponsored by parent-teacher associations.

In these ways the child-health problems in Mesa County were analyzed. It appeared that many mothers lacked both knowledge and interest in family health problems; the school lunches were inadequate; children did not drink enough milk and ate too many hot breads for breakfasts; too many laxatives were used; and sanitary conditions were poor.

With these problems in mind, a program was formulated, with each cooperating organization taking a definite part in the work. The schedule shows just what is to be done, when it is to be done, and who is responsible for doing it. The goals for this year include in-

teresting three different mothers in health education in each grade; interesting a responsible group in each community in its problem families; adding 10 schools to the number serving hot lunches; improving sanitary conditions in all schools; and seeing that at least 50 percent of the children in the schools include 1 quart of milk daily in their meals.

Although it was the principal aim during the past year to find out just what the situation was affecting child health in the county, some other things were accomplished which showed progress. A county health council was organized consisting of city and county doctors, city and county nurses, school superintendents, welfare workers, probation officer, extension nutritionist, and home demonstration agent. Seven schools started hot lunches. Teachers reported a 10 percent gain in scholarship and a gain in weight of as much as 4 to 6 pounds per pupil in 2 months—a gain formerly requiring a year. In 10 schools the lunch periods were supervised. Child-health-day activities were carried on in every school in the county. Twenty-one requests were received from communities for information regarding the school lunch and well-balanced meals. The school nurses emphasized better school lunches, and cod-liver oil was given to all undernourished children. Medical aid was made available to those who needed it. These things were in addition to the health examinations and preschool clinics.

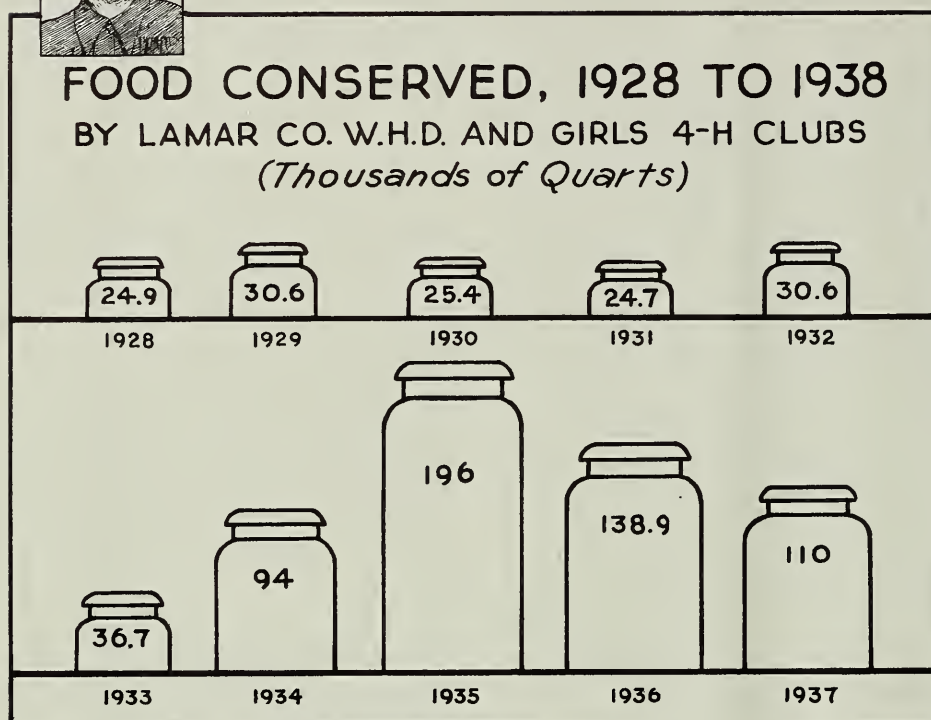
This health program has had a most unifying and salutary effect on county extension work. It has drawn together all agencies in the county, a most important accomplishment in itself. It has focused the attention of several State agencies on the project and the methods by which it is being handled.

The survey revealed exact health conditions among the school children and thus gave a fair indication of the general health situation in the homes of the county. Indirectly, it proved that the existing conditions of health are probably due to lack of interest, knowledge, or money on the part of the parents; in some cases the distances of homes from community or neighborhood centers has no doubt been a factor in the poor physical health of the families.

The facts shown in the survey were a challenge not only to the extension nutritionist and the home demonstration agent, but to members of all agencies in the county.



Newspaper Gets the Idea



THIS graph was prepared by the "Paris News" of Lamar County, Tex., and used in the paper to express its idea of the food-conservation program carried on by Florence Wilkinson, home demon-

stration agent. This was carried with a banner head "712,333 Quarts Food Conserved by Lamar Women, Girls" and an article describing the development of food-conservation work in the county.

Economics Shapes Extension Destiny

(Continued from page 7)

Each State extension agent thus trained went back to his own State and gave training to the county agents of that State, tried to persuade the experiment station to take up research work in farm management, and urged the college to begin the teaching of farm management in its agricultural-economics classes.

At that time practically every State, if it taught agricultural economics at all, contented itself with teaching its theory by lectures or out of a book without the backing of farm statistics gathered from its own State; and it is just possible that a few States yet are doing their farm-management teaching largely on borrowed statistics, rather than statistics collected by themselves.

Account Books Become Popular

But every good thing has its difficulties. County agents were not enamored of the grueling 3- to 4-week task of taking records, tabulating them, interpreting them, and carrying them back to the farmer. It took about 10 days' work to give most of them faith in the figures they collected and the rest of the 3 to 4 weeks to confirm that faith, and county agents were raring to go with other pressing things. To meet this situation, and to give farmers themselves more faith in the figures, it was proposed that extension agents get farmers to keep accounts and thus, themselves, have a part in the accuracy of these figures. The account books could then be as-

sembled and analyzed by the college, with the help of the county agent.

County agents jumped at this plan, as it put off the evil day of grinding out what the figures meant, and thus came, in most part, the end of the practice of requiring the new county agent to make a farm-to-farm survey of 60 to 70 farms at the beginning of his work as a basis for his understanding the farm problems of the county. It did not come to an end, however, until more than 250 farm-management surveys had been made in as many different communities of the country; and, today, it is being continued in every State in the form of farm-management record keeping.

Out of this work there developed the law that in any farm community anywhere there are about 15 percent of the farmers making, on the average, four times the labor income of the average of the whole group. This is a good thing to remember in working with farmers.

In passing, we may say that those early county agents, thus trained, made some of the best county agents in the United States. With the transition from the farm survey to the keeping of farm records, the work of tabulation gradually shifted more and more to the State farm management demonstrators. But the need of facts obtained through farm-management surveys or farm accounts as a basis for understanding extension work has spread into every State in the Union and is regarded today as a fundamental of extension.

Moreover, the farm-management extension work thus started by Dr. Spillman became the stimulus to experiment stations throughout the whole country for research in this field and to the agricultural colleges for vitalizing their rural economics teaching with local data and facts.

Studies 4-H Clubs

Venezuela soon may have clubs similar to 4-H clubs, but they probably will be known as the 5-V clubs—Valor, Vigor, Verdad, Verguenza, Venezuela—states Luis Mata Sifontes, of the Ministry of Agriculture of Venezuela, who has been spending some time in Puerto Rico studying 4-H club work and its effect in the rural communities. Club work will follow the same lines as in Puerto Rico and the United States, with similar projects and requirements for club membership.

Have You Read?

Behold Our Land, by Russell Lord, 310 pp., foreword by William Allen White. Boston, Mass., Houghton Mifflin Co. 1938.

RUSSELL LORD's book, *Behold Our Land*, is the latest, simplest, and absorbingly interesting addition to American literature that deals with the soil as the root source of man's life and welfare. It is a vivid, moving presentation of the main and established facts about the living earth. William Allen White, of Kansas, in a foreword to the volume says that it is "a new way and a wise way of looking at our country." Farm students, county agents, agricultural instructors, and farmers 20 years ago would heartily have welcomed, as I believe these groups will welcome now, a popular text of this sort, alive with thoughts and questions that grow out of men's personal contacts with realities on the land.

Mr. Lord was born and reared on a Maryland farm. He and Mrs. Lord own and live on a small farm in that State. After graduation from college he was an extension editor. Later, as a special writer for a national farm magazine, he talked with farm people, extension workers, and farm leaders in every State.

His first book (1926) was *Men of Earth*, which celebrated the personalities and philosophies of men living effectively and contentedly at home on land.

In 1937 a foremost publishing house brought out, under Mr. Lord's editing and selection, a book of verse entitled *Voices from the Fields*, to which farm men and women in about 40 States contributed. Some of his own excellent verse is included in the volume. For the Soil Conservation Service of the United States Department of Agriculture, he spent several years writing a master bulletin, recently published under the title, "To Hold This Soil." Extending to 122 pages, 8 by 10 $\frac{1}{4}$ inches, including many outstanding pictures, this is one of the most comprehensive and popular publications ever issued by any branch of the Government.

Mr. Lord's persistent hard work and his natural bent for the subject have qualified him to write with commanding distinction in *Behold Our Land*, which is a tribute to his painstaking industry, his talents for narrative and clear exposition, and his ideals as a citizen.—*De Witt C. Wing, United States Department of Agriculture.*

Pioneer Wisconsin Agent Completes His Extension Work

Robert Amundson, among the first county agricultural agents to do work in Wisconsin, recently died. Just 20 years ago he went to Oconto County as its first county agent. His job was to lead and to help the settlers who sought to hew out farms from the already cut-over land.

He became the acknowledged leader in the improvement of crops and livestock and in better methods of marketing these products. His was the cooperative way. What one farmer was powerless to do alone a hundred or a thousand farmers, by united effort, might easily do.

Always careful to give the advice and help he knew would, if followed, improve the farmer's economic position, he was equally insistent that improvement in economic status was of little avail unless reflected in a richer, fuller, and happier social life. In Oconto and later

in Outagamie County, he became a leader in folk songs, rural music, rural plays, and other forms of rural entertainment. His interest in pioneer days was shown by his efforts to preserve all things historic. He was the originator of the local museum in which are now preserved for all time dishes, tools, and implements of pioneer times which would otherwise soon be forgotten.

As a recognition of his outstanding success in these and other fields, he was called to Madison to assist the staff at the agricultural college in the further development of this work throughout the State. Here his ability soon made itself felt, and he came more and more to be called upon for "ideas," especially in these social fields. He was a rugged and fluent writer, and many of the bulletins issued by the agricultural college during the past decade, even though they do not bear his name, bear the marks of his handiwork.

When the "collapse" came and farms right and left were being foreclosed, he offered his services to the Farm Credit

Administration and spent much time in the St. Paul office in helping farmers to retain title to their farms. When the "drought" struck, he was again among the first to proffer his assistance and became the leader in organizing farmers throughout the State so that they might take advantage of the badly needed "seed loans." And thus he carried on until 2 years ago when a break in his health forced him to "go slow" and relax his efforts. Today we mourn his passing, but the memory of the good work he did will always last.

Georgia Market Helps Solve Family Money Problems

The growers' market in Spalding County, Ga., has helped to solve the money problems of many of the homemakers. It all started back in 1931 when Mrs. Myrtle S. Sibley, home agent in Spalding County, sent a questionnaire to the clubwomen to find out what kind of help they wanted. Four women out of five wrote: "Tell me how to make some money."

"Don't think I answered by return mail," commented Mrs. Sibley. "I did some heavy thinking and finally worked out a plan with the help of the county board and city commissioners. Then we organized a market—a 'growers' market' with 20 women having selling booths. We now have 18 regular booth owners, each one selling products for 6 or 8 neighbors. Eight of the original sellers still hold their same booths. Dressed poultry, dairy products, eggs, cakes, vegetables, fruits, pickles, and preserves are popular selling foods. An average of 80 fryers, 40 hens, 125 dozen eggs, and 75 gallons of buttermilk are sold weekly. Our sales average from \$1,000 to \$1,200 monthly and approximately \$15,000 a year.

"This market gives farm families an opportunity to sell their surplus products. It has made much progress in standardizing the vegetables. All the women who have booths at the market buy their seeds cooperatively and get the varieties that the public demand. The vegetables are carefully selected, washed, and graded, so they are readily sold.

"Proceeds from this market have educated boys and girls, paid mortgages, operating expenses, and taxes on the farms; put labor-saving devices in the kitchens; paid doctors' bills; and provided better clothing and pleasure trips for the families."

IN BRIEF • • • • •

New Charts

The series of seven meat-identification charts, picturing various cuts of pork and lamb, issued by the Extension Service in cooperation with the Bureaus of Animal Industry and Agricultural Economics, has recently been revised. These small charts can be bought from the Superintendent of Documents, Government Printing Office, Washington, D. C., for 25 cents a set.

. . . .

Scheduling Specialists

Field work of the Oklahoma specialists working out of the State office is scheduled about the middle of each month for the entire following month. District agents approve these appointments with county agents for their respective districts, and announcements are sent to county agents sufficiently in advance to enable them to make the necessary preliminary preparations. This arrangement is working to the satisfaction of both local county extension agents and specialists.

. . . .

Champion

The 1938 title of America's number one rural reporter in the annual competition sponsored by a well-known rural magazine was awarded to Mrs. Edna Eaton Wilson, a member of the Progressive Home Demonstration Club at Falls City, in Payne County, Okla., in which she is a garden- and yard-improvement demonstrator. She not only received a \$500 prize but was given a trip through the East. While in New York she broadcast on a program of the National Broadcasting Company. The winner is a rural correspondent for two Stillwater newspapers and helps her husband and four sons to run a 170 acre dairy farm.

. . . .

News Schools

A total of 154 persons, representing 99 counties, attended the 2-week series of county extension workers' news-writing schools in Kansas last year. The county agents were almost unanimous in requesting a similar series of meetings in 1939 with emphasis placed on photog-

raphy and selection and use of the camera. The 1938 meetings were the first in a 5-year program planned to train county extension workers in the more effective use of the following media: Press services, illustrations, film strips, lantern slides, motion pictures, publications, circular letters, billboards, posters, reports, and radio.

. . . .

Greater Efficiency

An accomplishment that did much to make possible the performance of a much greater amount of work during the past year in Kentucky was improvement, reorganization, and rearrangement of the offices in several counties. In cooperation with the State Agricultural Conservation Office and with the help of the College of Commerce of the University of Kentucky, 13 district conferences were held which were attended by county agents, secretaries, and clerks. Largely as an outgrowth of this series of meetings, new and larger office quarters were obtained in 25 counties, and additional space was obtained and rearrangement accomplished in 14 counties. Besides that, it was found possible in 27 other counties to bring about a more efficient organization of personnel and office fixtures.

. . . .

Progress

Despite a drought over much of the State in 1936 and low prices for farm products during 1937, families on the rural rehabilitation program in Georgia have been able to increase their assets each year.

The net worth of 9,735 Georgia rehabilitation clients has risen steadily from an average of \$35 in 1935 to approximately \$250 at the present time.

AMONG OURSELVES • • •

MARY LOUISE CHASE, assistant home demonstration leader in Illinois, has just completed 7 months of study in methods of extension home economics education. The first 3 months were spent in England, Wales, Denmark, Sweden, Norway, and Germany, during which time she and Lulu Black, also assistant home demonstration leader in Illinois, drove 5,500 miles. Some of the high points were an Irish county fair, a week end in a Swedish farm home, a woman's institute

market in Kent, England, and visits to Scandinavian folk schools. For the last 4 months Miss Chase has spent some time in Washington conferring with Department specialists, studying annual reports and State plans of work, and giving special attention to supervisory problems and program planning. She has also visited extension offices in Massachusetts, Vermont, New York, New Jersey, Virginia, Texas, Louisiana, Montana, Washington, Oregon, and California, studying methods of supervision and newer approaches to program planning.

. . . .

THE PUERTO RICO EXTENSION SERVICE has established an economics department with Vicente Medina, formerly coffee extension specialist, as head. The purposes of this new section are: (1) To assist and encourage farmers in the keeping of record books; (2) to furnish cost-accounting instruction; (3) to give the outlook for different agricultural crops through periodic forecasts; and (4) to broadcast daily over the Puerto Rico radio stations the current market prices of various agricultural products.

With the recent inauguration of the extension broadcast over Station WPRA, at Mayaguez, the Puerto Rico Extension Service now has three weekly programs. The other two broadcasts are over WNEL at San Juan and over WPRP at Ponce. The three programs are given on different days and at different hours.

. . . .

WORKING FOR PROFESSIONAL IMPROVEMENT, three 4-H club workers are spending the year in Washington, D. C., taking graduate work in the United States Department of Agriculture Graduate School and local universities, and also working out special research problems in 4-H local leadership. L. O. Clayton, assistant State club agent in South Carolina, is working on a study of 4-H local leadership in South Carolina based on interviews with 116 leaders in 6 counties. B. J. Rogers, club agent of St. Lawrence County, N. Y., is using as background material the records of the 77 leaders in his county whom he personally interviewed. Paul J. Dixon, club agent of Carroll County, N. H., is using records from several States as the basis for his study on the evaluation of successful 4-H club leadership. The studies, when completed, will dovetail into a national picture of 4-H leadership.

PROGRAM PLANNING LOOMS LARGE

IN EXTENSION FORECASTS FOR 1939

ORGANIZATION IN THE COUNTIES so that agents can devote a greater portion of their time to agricultural extension education will be one of the major aims in Tennessee during the coming year. In other words, we want some sort of set-up in the county which will permit the work of the A. A. A. to go forward but will release the agent for extension education.

Probably the major activities in extension work will be the setting up of county program-planning committees for land use. We are going to concentrate our efforts on this and plan by the end of the year to have such a committee functioning in each county.

In cooperation with these committees we propose to develop a land-use program which will fit in with a comprehensive program for the county. In eight counties of the State we propose to develop a community program in at least one community of the county in a rather intensive way and to follow it through just as we have for several community programs under way at the present time.

Our extension demonstration work we propose to tie in with these county planning committees. The demonstration activities which will be emphasized will be similar to what we have been doing for the past several years: Soil conservation by terracing; encouraging the use of lime and phosphate; sowing of grass and legumes, with major emphasis on the deeper-rooted legumes; and the encouragement of livestock adapted to the various communities and counties of the State.

In home-economics work we propose to intensify the educational work in the use of electricity, both on the farm and in the home; to encourage water systems in the house and conveniences in keeping with the ability of the family to pay for them; and to teach nutrition and home management.—*C. E. Brehm, Director.*

A COMPREHENSIVE COOPERATIVE PROGRAM is just getting under way in Maine, working with the Maine State Health Department and the supervisor of home economics of the State Department of Education in improving the school-lunch system in rural schools. A radio program has been pre-

sented in which extension workers, representatives of other cooperating agencies, teachers, and parents took part. A part of the school-lunch program will be carried on with the teachers and pupils, and other phases will be carried by the county home demonstration agents directly to the mothers of the school children. Very good cooperation is indicated by the various school boards and superintendents who have been approached regarding the project being carried in their schools.—*A. L. Deering, Director.*

BETTER AND MORE SYSTEMATIC PLANNING of work along fundamental extension lines, placing emphasis upon demonstration work of a permanent character, is indicated in New Mexico. The outlook is good, and, with the increased cooperation brought about by the recent movements to coordinate the work of all action agencies, more permanent and lasting work of benefit to the producer should result.

The county program-planning project will be enlarged, and, in addition to the planning of an extension program, a general rural land-use program will be developed in each county. A detailed land-use program will be developed in six counties, for which preliminary plans have been made and some meetings held.

Planning and production of the yearly family-food supply, taking into consideration the types of farming areas in the State, will receive more emphasis this year.—*G. R. Quesenberry, Director.*

A SYSTEM OF PROGRAM PLANNING for the whole extension program in Delaware, which will provide for State and county advisory committees made up of rural people representing all three divisions of extension work, and which will be featured by community discussion and approval of projects before final adoption, is one of the goals for 1939.—*Alexander D. Cobb, Assistant Director.*

IMPROVED OFFICE ORGANIZATION for handling the A. A. A. program in county agents' offices is one of the goals for the Extension Service in South Carolina for 1939. It is hoped that the agents may further separate

themselves from the responsibility for the mechanics of this program and devote more of their time and energies to educational work pertaining both to the agriculture of their counties and the A. A. A. and other governmental programs in their counties.

Land-use planning work will be furthered in 1939. Preliminary plans for this work are now being rounded out in preparation for the new year's work.

The Extension Service plans to renew the live-at-home program in 1939, with especial stress upon the most economical and profitable use of lands diverted from cotton and other crops, and the use of these lands for the production of food, feed, and additional sources of income.

The basis of the program for 1939, as in the past, will be complete farm records and enterprise-demonstration records, the results to be used to further teach farmers to balance their farming systems and economically produce and market high-quality crops and livestock.—*D. W. Watkins, Director.*

LAND-USE DISCUSSIONS occupied a large portion of the program at the Ohio Annual Extension Conference in October. The entire staff including specialists and county agents were given a chance to become familiar with plans for future work in land use. Agents from a number of counties expressed a desire to proceed with the land-use mapping and classification. This work will likely be done in counties in 12 to 15 type-of-farming areas during the next year. Other counties will carry on educational work preparatory to the mapping classification.—*H. C. Ramsower, Director.*

PLANS OF WORK for land-use planning had been received in the Washington office from 31 State Extension Services on December 20. The plans followed the general outline for coordinated land-use planning laid down at the Mount Weather conference last July.

The plans provide that extension agents shall take the lead in organizing and stimulating local committees of farm people to recommend the land-use changes they feel, in light of the facts, are needed in their communities. They also provide for close cooperation of all land-use agencies.



FARM-BUILDING-PLAN SERVICE GROWS

A farm-building-plan service that soon will reach the entire country, with the county agent as the contact man, is being developed by the Bureau of Agricultural Engineering and the Extension Service. Plan books covering houses, barns, and all sorts of farm structures and many pieces of equipment have been or are being prepared for four principal regions. They are handy reference catalogs for use of county agents and others in assisting farmers and their families to select plans known to be good.

Plan book for the Midwestern States was prepared several years ago by the agricultural colleges and the Extension Services of those States, in cooperation with the American Society of Agricultural Engineers. Copies of this Midwestern plan book are available only from the Midwestern Plan Service, Iowa State College, Ames, Iowa.

In 1937 a regional plan book was issued by the Bureau of Agricultural Engineering and the State Extension Services for the Northeastern States. This is on sale at 30 cents by the Superintendent of Documents, Government Printing Office, Washington, D. C.

Another plan book, similarly prepared for the Western States, is expected to be off the press within a few weeks. The Bureau and the Extension Services of the Southern States are now working up a plan book for that region which should be off the press in the fall of 1939.

BUREAU OF AGRICULTURAL ENGINEERING
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

Working drawings for any of the plans shown in these regional catalogs can be bought at a nominal cost from any State Extension Service in the region. The working drawings contain diagrams and details, and often bills of materials are included.